

NIMA SHARIFI

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[Nima Sharifi | Design](#)

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SUMMARY OF SKILLS

- **7+ years of professional experience** in **User Experience and service design**, applying **design thinking** to craft innovative, **user-centred services** and solutions that **solve complex challenges**.
- Proven ability to advocate for users, **utilizing user research, personas, journey mapping, and usability testing** to ensure services align with **customer needs** and **organizational goals**.
- Skilled in developing intuitive **information architectures, creating high-fidelity wireframes** and **interactive prototypes** using tools like **Figma, Adobe XD, and Adobe Illustrator**.
- Experienced in applying **accessibility standards** and aligning designs with **UX Maturity Models** to create **inclusive and impactful user experiences**.
- **Collaborative team player**, blending design, technology, and business objectives to facilitate workshops and deliver **seamless project execution**.

EDUCATION AND CERTIFICATIONS

Master of Design: Industrial Design

Carleton University, Ottawa, ON

September 2019 – February 2022

- Thesis topic: “The Role of Design Thinking in Innovation Centres and Hubs.”

Bachelor of Industrial Design

Art University of Isfahan, Isfahan, Iran

January 2013 – September 2017

- Thesis topic: “Design a service system for the foreign Tourism of Isfahan.”

User Experience (UX) Design Professional Certificate

Google Career Certificates

September 2023 – September 2024

- Actively pursuing this Certificate to excel in UX research, UX/UI studies, and user-centered design.

PROFESSIONAL EXPERIENCE

User Experience and Service Design Support

The Print Shop, Carleton University, Ottawa, ON

November 2023 – Present

- Collaborate with a **team of four** over **6 months** to **design and develop** a new customer-facing website for The Print Shop, enhancing the order submission process and overall user experience.
- **Create +50 wireframes, user flows, and prototypes** to facilitate seamless interactions for customers placing new orders online, and **redesign service efficiency and accessibility**.
- **Conducted +100 user research** sessions to gather feedback, achieving an **85% satisfaction rate** by addressing the diverse needs of students, faculty, and external clients.
- Ensure the website **design aligns more than 85% with UX best practices and accessibility standards**, contributing to an **inclusive and user-friendly platform**.
- Collaborated with cross-functional teams to **optimize service workflows**, reducing wait times and improving the **efficiency of the print submission and delivery process by 15%**.

Customer Experience and Digital Print Coordinator

The Print Shop, Carleton University, Ottawa, ON

October 2022 – November 2023

- Delivered **high-quality digital printing** and **graphic design solutions for over 100 orders daily**, leveraging **Adobe Creative Suite** and **advanced printing equipment** to create brochures, posters, and banners that adhered to branding and project specifications.
- Provided **exceptional customer service**, achieving **"very satisfied"** feedback by addressing inquiries, **+100 design and printing jobs** and ensuring the **timely delivery** of tailored print solutions for students, faculty, and external clients.

Design Researcher

Carleton University, Ottawa, ON

September 2019 – February 2022

- Conducted extensive **qualitative research** on **the role of design thinking in innovation centres and hubs**, performing **10 expert interviews** with refined questions to elicit detailed responses.
- Employed **deductive and inductive approaches** for **thematic analysis**, identifying **key patterns** in the data.
- Conducted **qualitative research** on the integration of design thinking in innovation hubs, **synthesizing findings into actionable insights** that influenced **strategic planning and service development**.

User Experience Designer

Esparlous Mehr, Tehran, Iran

August 2017 – August 2019

- Led **end-to-end project development**, combining UX designer tasks with project management responsibilities, ensuring alignment with **product goals** and **business objectives**.
- Conducted **extensive user research**, incorporating insights from **user interviews, prototype testing**, and competitive analysis to inform design decisions and address user pain points.
- Worked within **Agile frameworks**, with developers and product teams to **iteratively design and improve digital products**.
- Designed **intuitive navigation flows** and aesthetically appealing user **interfaces tailored to diverse audiences**.

User Experience Specialist

Zartosht Holding Inc, Tehran, Iran

June 2017 – August 2018

- Created **comprehensive service design strategies** to streamline business processes, reducing friction for users and significantly improving satisfaction.
- Conducted widespread user research through methods such as **user interviews, prototype testing**, and **card sorting**, leveraging findings to identify user needs and pain points for informed design decisions.
- Created comprehensive **UX deliverables**, including **personas, journey maps, site maps, wireframes**, and **prototypes**, ensuring a user-centred approach throughout the design process.
- Developed **service design strategies** that transformed **business workflows**, leading to improved user experience and organizational efficiency.

OTHER EXPERIENCES AND VOLUNTEER

Freelance UX/Product Designer, Ottawa, ON

September 2022 – Present

- Conducted primary research and **crafted comprehensive UX deliverables**, ensuring a **user-centred approach** throughout the design process.
- **Utilized remote collaboration tools** like **Figma, Miro**, and **Microsoft Teams** to facilitate seamless collaboration across design team members and stakeholders.
- Created **high-fidelity wireframes** and **interactive prototypes** using **Figma**, ensuring cross-platform consistency and alignment with **client requirements**.

Innovation Hub Community Volunteer

Impact Hub Ottawa, Ottawa, ON

November 2022 – July 2023

- Successfully assisted with day-to-day operations, resulting in a **20% increase in overall member satisfaction** and a **15% decrease in reported issues** related to community experiences.
- Planned and executed **engaging in-person social innovation events**, attracting an average of **50 attendees per event**, and receiving positive feedback with an average rating of **4.8 out of 5 from participants**.
- Led physical space tours for potential members with exceptional customer service, **resulting in a 30% conversion rate** of tour participants becoming new members.

EXHIBITIONS & AWARDS

- Dubai Design Week (Global Grad Show), United Arab Emirates, 2019, [PreWalker - Prototypes for Humanity](#)
- Global Future Lab workshop and exhibition, Italy, 2018, [Rugstyle - GlobalFuturesLab](#)
- Dubai Design Week (Global Grad Show), United Arab Emirates, 2017, [Puppy Light - Prototypes for Humanity](#)
- International Design Awards (IDA) Winner, Bronze in Children Products & Toddler Products, USA 2019 [Prewalker sock by Nima Sharifi, Homa Abdoli, Mahtab Noori | International Design Awards™ Winners \(idesignawards.com\)](#)